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CHRYSANTHEMUMS

Large Commercial Mums

Hardy Chrysanthemums

Commercial Pompons

Fine Koreans

Cushions

1948



ROOTED CUTTINGS

Priced Per 100

— *Quantity Prices On Request* —

WONDERLAND NURSERIES

ELLERSON, VIRGINIA

4 Miles from Richmond, Va. on C. & O. Rwy.

Phone: Mechanicsville 2721

To Our Patrons!

Where dozen rates are given, you may order 6 plants at one-half the dozen rate. In other words, at \$2.00 dozen, 6 plants would cost \$1.00.

Absolutely no less than 6 plants of any variety under any circumstances, except where priced each.

No order will be accepted for a total of less than \$6.00.

Our terms are cash with order. We will not ship C. O. D. unless at least one half amount of order is enclosed with same.

Place your order as early as possible. You may have shipment anytime after March 1 provided the varieties you order are not booked out by that time.

Give a second choice where possible.

Where price is \$6.00 per 100, 25 plants would cost \$1.50.

We are located four miles from Richmond, Virginia, on the C. & O. Railway. All orders are shipped by express unless otherwise instructed. Orders from far distant places will be packed extra light and shipped by Air Express. We suggest that you request shipment by air express if in a hurry.

We can be reached by telephone anytime day or night by asking your operator to call Richmond, Virginia, and ask for Mechanicsville 2721. The person answering the phone will be able to take your order and talk mums with you.

WARRANTY. While we exercise every precaution to see that our plants are true to name, we give no warranty expressed or implied, as to description, quality or productiveness of any plants we send out, and we will not be in any way responsible for the crop. Goods not accepted on these terms must be returned at once.

WE OWE ALL OUR SUCCESS TO YOU. THANK YOU VERY MUCH.

SINCERELY,

WONDERLAND NURSERIES

Large Flowering Commercial and Show Varieties

YELLOW

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 1—	GOLD LODGE. Ever popular deep golden yellow, our earlies disbud yellow. Good for pots	\$2.00	\$ 6.00
OCT. 10—	TINTS OF GOLD. Medium sized deep golden yellow incurved variety, extremely hardy	2.00	6.00
OCT. 15—	CHRYSOLORA. Large yellow incurved	2.00	6.00
OCT. 23—	YELLOW AMBASSADOR. Yellow incurved	2.00	6.00
OCT. 25—	HARVEST MOON. Bright yellow incurved. Extremely large flowers on stems so strong that supports are seldom needed. This variety is so large that we consider it of value mainly as a show or exhibition mum, \$1.00 each	10.00	20.00
OCT. 25—	MRS. H. E. KIDDER. Very desirable deep yellow incurved. Best of its class for this date	2.00	6.00
OCT. 25—	SUNGLOW. Incurved deep golden yellow.	2.00	6.00
OCT. 25—	BLAZING GOLD. Deep golden yellow incurved	2.00	6.00
OCT. 28—	BARBARA PHILLIPS. Very fine glowing yellow show mum. Strong grower, good keeper	6.00	16.00
OCT. 28—	GOLDEN AGE. Very deep yellow show variety	4.00	8.00
NOV. 1—	GOLDEN GLORY. Popular yellow incurved.	2.00	6.00
NOV. 5—	YELLOW TURNER. Yellow incurved. One of the most popular varieties for show for this date	4.00	8.00
NOV. 5—	COL. F. M. ALGER. Huge yellow show variety. Very heavy petals are incurved	4.00	8.00
NOV. 10—	GOLDEN WEDDING. Golden yellow reflexed	2.00	6.00
NOV. 15—	COLUMBUS DISPATCH. Deep yellow incurved	2.00	6.00
NOV. 15—	FRIENDLY RIVAL. Deep chrome yellow incurved	2.00	6.00
NOV. 20—	MARIE DE PETRIS. Deep yellow incurved.	2.00	6.00
NOV. 25—	SUNGOLD. Lemon yellow incurved. Good for pots	2.00	6.00
NOV. 25—	GOLDEN PEARSON. Yellow incurved	2.00	6.00
NOV. 25—	HARVESTER. Deep canary yellow incurved.	4.00	8.00

WHITE

OCT. 10—	SMITH'S EARLY WHITE. Very earliest good white incurved	2.00	6.00
OCT. 15—	QUAKER MAID. White tinged with pink	2.00	6.00
OCT. 18—	SILVER SHEEN. Most popular white incurved	2.00	6.00
OCT. 23—	AMBASSADOR. Creamy white incurved	2.00	6.00

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Large Flowering Commercial and Show Varieties

WHITE—Continued)

BLOOM DATE—VARIETY AND DESCRIPTION	Retail Per 12	Wholesale Per 100
OCT. 28—IVORY WHITE. Waxy white incurved ball	2.00	6.00
NOV. 1—ALBATROSS. Very large fine pure white incurved	2.00	6.00
NOV. 1—MRS. HENRY ROBINSON. Reports on this fine white incurved prove it to be the very best for hot climates, most especially the Southland. Heavy foliage, fine stem, an excellent variety	2.00	6.00
NOV. 1—SNOW WHITE. Popular white incurved	2.00	6.00
NOV. 1—BETSY ROSS. Purest white incurved	2.00	6.00
NOV. 5—WHITE TURNER. Incurved	4.00	8.00
NOV. 8—WHITE POCKETT. Large white show variety	4.00	8.00
NOV. 8—INDIANAPOLIS WHITE. Fine white incurved	2.00	6.00
NOV. 15—MONUMENT. Large white incurved	2.00	6.00
NOV. 18—MARKETEER. Large white incurved	2.00	6.00
NOV. 25—MISS FLORA BOWERS. For those desiring a really fine large white for midseason, here is a dandy. Pure waxy white, and an excellent keeper	4.00	8.00
DEC. 10—DECEMBER WHITE. Very fine white standard incurved	4.00	8.00
DEC. 15—MARGARET MOELLER. Finest late white incurved	5.00	10.00

PINK

OCT. 15—ROSEUM. Large pink incurved	2.00	6.00
OCT. 20—OCTOBER ROSE. Pink incurved	2.00	6.00
OCT. 20—MAJOR EDWARD BOWES. Deep lavender incurved. One of the most popular mums	2.00	6.00
OCT. 25—ENCHANTRESS. True rose pink incurved	2.00	6.00
OCT. 28—PINK DELIGHT. Deep rose pink	2.00	6.00
NOV. 1—LADY KNOX. Truly a beautiful mum for this season. Giant when disbudded for showing	5.00	10.00
NOV. 8—INDIANAPOLIS PINK. Fine pink incurved	2.00	6.00
NOV. 20—DR. ENGUEHARD. Deep pink incurved	2.00	6.00
NOV. 25—HELEN FRICK. Rose pink incurved	2.00	6.00

RED AND BRONZE

OCT. 10—INDIANOLA. Very fine red-bronze incurved	2.00	6.00
OCT. 20—COUNTRY MAIDEN. Huge apricot incurved show variety \$1.00 each	10.00	20.00

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Large Flowering Commercial and Show Varieties

RED AND BRONZE—(Continued)

BLOOM DATE—VARIETY AND DESCRIPTION	Retail Per 12	Wholesale Per 100
OCT. 25—ALAMEDA. Fine incurved bronze. Good pot variety	5.00	10.00
OCT. 25—HILDA BERGEN. Deep red incurved	2.00	6.00
OCT. 28—KEYSTONE. Rich bronze incurved	2.00	6.00
OCT. 28—DR. J. M. INGLIS. Deep wine red incurved	4.00	8.00
OCT. 28—APRICOT QUEEN. Deep orange incurved	2.00	6.00
NOV. 1—DETROIT NEWS. Red-bronze incurved	2.00	6.00
NOV. 5—MANHATTAN. Seldom have we seen a finer or a larger red show variety. Tightly incurved, on huge thick stems, this mum will hold a high place in this class, \$1.00 each	10.00	20.00
NOV. 5—GLENVIEW. Deep red incurved	4.00	8.00
NOV. 5—FAUST. Very fine deep blood red show variety, \$1.00 each	10.00	20.00
NOV. 5—CAMBRIA. Large bronze closely incurved	2.00	6.00
NOV. 8—INDIANAPOLIS BRONZE. Fine incurved bronze	2.00	6.00
NOV. 15—ANACONDA. Huge red incurved	5.00	10.00
NOV. 18—GARNET KING. Very deep dark red	2.00	6.00
NOV. 25—GLADYS PEARSON. Buff incurved. Very popular	2.00	6.00
NOV. 30—MOHAWK CHIEF. Fine deep red	4.00	8.00

Novelties, Unusual Sorts

OCT. 15—ALABASTER. Large white English mum. Best disbudded. Useful and very showy	5.00	10.00
OCT. 15—LEDA. Large English mum of heliotrope pink with beautifully rolled petals. Good disbudded	4.00	8.00
OCT. 15—SYLVIA. A deep solid pink spider mum. Large tubular petals falling away from a very full center. Tips of petals are hooked and open showing red within	6.00	12.00
OCT. 20—PURPLE PRINCESS. Very outstanding deep rose spider. Best disbudded	5.00	10.00
OCT. 25—MAMORU. Very fine quilled spider type of deep orange. Huge when disbudded	5.00	10.00
OCT. 25—KAY TASHIMA. Huge white spider mum. When this variety is disbudded it is not at all unusual to get flowers fifteen or more inches in diameter. The long slender tubes are fishhooked	5.00	10.00
OCT. 25—BUNBU. Huge deep rose spider with hooked tips	6.00	12.00


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Novelties, Unusual Sorts

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 25—	SOUVENIR. Beautiful salmon pink quilled spidery type. Very outstanding and desirable. Really more of a spoon than a spider, as the tubes are spooned at the tips. 12 inch flowers when disbudded. \$1.00 each	10.00	20.00
OCT. 25—	MARILYN. Beautiful spider of old rose color. Early, rather short, good for pots	5.00	10.00
OCT. 30—	WILLA TEMPLIN. Ravishing golden bronze spider with hooked tips. Large when disbudded. A very outstanding variety in every way	8.00	16.00
OCT. 15—	MRS. JERRY CRAIG. Beautiful soft golden bronze with curled tips. Very full flower, a fine spider	8.00	16.00
OCT. 10—	BESS WITT. A very beautiful salmon pink shading to bronze. One of the best early spiders	8.00	16.00
OCT. 28—	PAUL MILLER. Our most unusual bronze spider mum. Large crown, long tubular petals with bright red hooked tips. Excellent foliage, strong grower, \$1.00 each	10.00	20.00
NOV. 1—	PRINCE CHARMING. Huge Valencia type bloom. Wonderful show variety. Excellent disbudded	5.00	10.00
NOV. 1—	OHKWAN. Very large yellow spider mum. Excellent disbudded. Good keeper	5.00	10.00
NOV. 1—	J. C. TAGGART. Outstanding novelty. Huge flower with quilled petals which are covered with hair, \$1.00 each	10.00	20.00
OCT. 30—	WAIKIKI. A distinctly outstanding novelty of a bronze-gold combination. Huge flower, strong grower, a very excellent show variety. \$1.00 each	10.00	20.00
NOV. 1—	VIRGINIA. A very outstanding yellow spider mum	5.00	10.00
NOV. 5—	GOLDILOCKS. The finest yellow spider mum we have ever seen. Slender tube petals with hooked tips, Very full flower. Excellent disbudded, often reaching 15 or more inches in diameter. Strong grower, perfect foliage, fine show variety, \$1.00 each	8.00	16.00

Pompons, Single and Anemone Varieties

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
YELLOW			
OCT. 20—	YELLOW HAMMER. Golden yellow pompon.	2.00	6.00
OCT. 20—	RODELL IMPROVED. Large button type pompon	2.00	6.00
OCT. 25—	YELLOW DOT. Most popular yellow pompon for this date	2.00	6.00
OCT. 25—	PENELOPE. Very fine yellow button	2.00	6.00

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Pompons, Single and Anemone Varieties

YELLOW

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 28—	YELLOW SEAGULL. Very fine tall lemon yellow pompon. Very strong grower. Fine for shading	2.00	6.00
NOV. 1—	CALIF. YELLOW DAISY. Very fine single yellow for this date. Strong grower	2.00	6.00
NOV. 1—	MARY LENNON HALL. Tall deep yellow pompon. Excellent grower, good straight stems	2.00	6.00
NOV. 1—	YELLOW DOTY. Most popular yellow pompon for this date. Fine disbudded	2.00	6.00
NOV. 1—	YELLOW BUCKINGHAM. Well known daisy type	2.00	6.00
NOV. 5—	NUGGETS. Very popular deep yellow button. Excellent grower, heavy producer	2.00	6.00
NOV. 5—	BARCAROLE. Of this variety Yoder Bros. says: "An intense golden yellow pompon that blooms normally November 5. The habit of growth is outstandingly vigorous. It is of extremely easy culture, and its smart, dark, glossy foliage, its rigid sprays and high production mark it as a real bread and butter variety. It responds rapidly to shade. We suggest that those who grow Mary Lennon Hall under black cloth will find Barcarole a more satisfactory variety"	5.00	10.00
NOV. 10—	HELIOS. Very fine deep golden yellow Anemone. Very large, with exceptionally high cushion when disbudded	2.00	6.00
NOV. 15—	PRINCETON. Very fine deep orange pompon. A real money-maker. One of the very best	2.00	6.00
NOV. 20—	GOLDEN EMBLEM. Very fine deep yellow pompon	4.00	8.00
NOV. 25—	SUNNYSIDE. Yoder Brothers says of this variety: "Fills the demand from wholesale growers for a round hard flower which will ship and handle without bruising. It is a strong grower, a heavy producer, the quality of the flower being as good or better than any existing yellow pompon regardless of season."	2.00	6.00
NOV. 25—	GOLDSMITH. Large yellow pompon of excellent keeping quality. One that is hard to beat	2.00	6.00
NOV. 28—	APRICOT VALENCIA. Beautiful rose-wood buff or apricot sport of Dark Pink Valencia	2.00	6.00
DEC. 5—	YELLOW CAMEO. Deep yellow pompon of great merit as a late cut flower. Excellent keeper	4.00	8.00
DEC. 30—	YELLOW SNOW. Large yellow pompon	2.00	6.00

WHITE

OCT. 15—	WHITE JEWEL. Popular white button	2.00	6.00
OCT. 15—	SILVER BALL. Fine white pompon	2.00	6.00
OCT. 15—	IRENE. Favorite white button	2.00	6.00

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Pompons, Single and Anemone Varieties

WHITE—(Continued)

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 25—	PINOCCHIO. Of this variety Yoder Brothers states: "A glistening white button flowering early but responding well to shading. The flower is a beautifully formed, tightly quilled button of lively and dainty appearance. It is of hard substance and has good keeping and shipping quality. A strong grower."	5.00	10.00
OCT. 25—	MINONG. Fine tall white pompon	2.00	6.00
OCT. 28—	ARCADIA. Very fine white pompon	2.00	6.00
NOV. 1—	SEAGULL. Finest white pompon for this date under cloth or glass Round firm flower	2.00	6.00
NOV. 1—	FRANCES SCHOEN PARK. One of the most exquisite and largest Anemones we have ever had the pleasure of offering our trade. Color is a pure dazzling white, a very heavy grower, perfect form and foliage, unexcelled for exhibition purposes with individual flowers ten inches or more across	6.00	12.00
NOV. 1—	WHITE DOTY. Extremely desirable and popular variety for this date. Excellent disbudded	2.00	6.00
NOV. 5—	WHITE ANEMONE. Well known and popular cut flower variety for those who like to grow the best	2.00	6.00
NOV. 8—	ILLINI GLORY. Very outstanding white single. Has several rows of overlaid petals	2.00	6.00
NOV. 10—	VESPER. Yoder Brothers states that this variety combines the flower quality of Rev. Bushnell, with the free growth and high production of Seagull. It is a pure white pompon of unusually good substance, heavy petallage, free growth and easy culture. Vesper raises the existing standard of dependable and profitable early white pompons	2.00	6.00
NOV. 20—	MATCHLESS. Fine white pompon. Said by many experts to be the finest white pompon introduced to date. Free easy growth, good straight stems supporting sprays of beautifully balanced flowers. Your planting is not complete without plenty of Matchless	5.00	10.00
NOV. 20—	SEAFOAM. Choice white pompon	2.00	6.00
DEC. 5—	CAMEO. Ivory white pompon. Very fine	4.00	8.00
DEC. 15—	WHITE GARZA. Too well known to need description	2.00	6.00
DEC. 25—	WHITE WONDERLAND. A finer white would be hard indeed to find. Heavy flowers with overlaid rows of petals of waxy white. Strong grower, heavy producer, a wonderful keeper. One large grower wrote us that he made more money from his planting of this one variety than he did his entire planting of other varieties. We are not at all surprised, as this is indeed a very outstanding variety	4.00	8.00
DEC. 30—	REVELATION. Fine white pompon for Christmas and early January. Excellent grower, strong producer	2.00	6.00


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Pompons, Single and Anemone Varieties

PINK

BLOOM DATE—VARIETY AND DESCRIPTION	Per 12 Retail	Per 100 Wholesale
OCT. 15— JEWEL . Best early pink pompon	2.00	6.00
OCT. 20— CAPT. COOK . Fine pink pompon	2.00	6.00
OCT. 20— ERMALINDA . Beautiful tall pink pompon	2.00	6.00
OCT. 25— PINK POPCORN . Great masses of flowers	2.00	6.00
OCT. 25— PINK DOT . Very popular pink pompon	2.00	6.00
OCT. 25— PINK DOTY . (LILLIAN DOTY) Pale rose pompon	2.00	6.00
OCT. 25— BETTY ROSE . Beautiful lavender anemone. This lovely chrysanthemum is outstanding in any planting, but at its best under cloth or glass. Strong grower, excellent habits	2.00	6.00
NOV. 1— ROSE CHARM . Very large pompon. Flowers are firm and compact on extra heavy stems. Strong grower	2.00	6.00
NOV. 1— NEW PINK BUCKINGHAM . A better pink Buckingham	2.00	6.00
NOV. 5— ROSE MADDER . Very fine dark pink anemone	2.00	6.00
NOV. 10— SILVER TIPS . Fine pink pompon for cloth house or for benching. Excellent grower, heavy producer. Flowers are firm and hard, and for years we have flowered this in the open without injury from light frosts	2.00	6.00
NOV. 10— THYRA . Deep pink pompon Very outstanding variety	2.00	6.00
NOV. 15— MASTERPIECE . Very fine pink midseason pompon	2.00	6.00
NOV. 18— NORMA . Desirable pink anemone. Huge when disbudded. Too popular and well known to need much description	2.00	6.00
NOV. 18— MRS. VICTOR E. MARTIN . Named for the wife of the editor of Southern Florist and Nurseryman, Fort Worth, Texas, this anemone is beautiful almost beyond description. It is a deep pink in the center cushion, with silvery tints to the petals, shading to a light pink, radiating outwards. It more closely resembles the PASSION FLOWER than anything we have ever seen. Tall stately growth, nice branching habits, responds to disbudding well and profitably. Try a bench of this for a real surprise	4.00	8.00
NOV. 25— HASAGAWA PINK . A real money making variety. A deep rose single that you cannot afford to be without for winter cutting	2.00	6.00
DEC. 10— RIVERIA . A luminous pink pompon of exceptionally strong growth, very high production	2.00	6.00

In order to serve the people who wish to buy a few plants at retail, we are including fair retail prices in this catalog. We will not sell less than six plants of a kind except where the price for each is given. We will not accept an order totalling less than \$6.00. Garden Clubs may order at wholesale prices as long as they order in units of 25 or more. All wholesale orders must be in units of 25. If you need 44 plants you will have to order 50.

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Pompons, Single and Anemone Varieties

RED AND BRONZE

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 10—	AVIATOR. Of this variety Yoder Brothers says: "We predict that this new rich coppery red will be the most popular garden chrysanthemum of its color. The quality of the blooms compares favorably with the finest greenhouse pompons. A vigorous and easy grower, coming into full bloom Oct. 10"	5.00	10.00
OCT. 15—	GOBLIN. Fine bronze pompon. Firm hard flowers which are affected very little by early frosts. Excellent under cloth. A rank grower, heavy producer	2.00	6.00
NOV. 1—	CALIF. RED DAISY. Really a red Buckingham. Heavy producer, a very fine variety	2.00	6.00
NOV. 8—	THE TITAN. Bright scarlet red anemone. Huge when disbudded. A very fine variety	4.00	8.00
NOV. 10—	RED MELBA. Few varieties can equal this one in sheer beauty and uses as a cut flower. No matter how much you plant, you can't have too much Red Melba. A very outstanding variety in every way	2.00	6.00
NOV. 15—	ESTRELITA. Very fine bronze-gold anemone. Fine disbudded. A very heavy producer	4.00	8.00
NOV. 15—	RED PRINCETON. Top quality Brazil-red pompon. Strong grower, one of the best	2.00	6.00
NOV. 15—	BRONZE MASTERPIECE. Rosewood bronze pompon	2.00	6.00
NOV. 25—	CRIMSON GLOW. Deep red anemone. Excellent late benching variety	2.00	6.00
DEC. 20—	HASAGAWA RED. Crimson scarlet single	2.00	6.00

Spoon Chrysanthemums

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 15—	ORCHID SPOON. Lovely Cattleya shade of orchid pink. Excellent habits, strong grower, fine for cutting. Makes a good pot plant	2.00	6.00
OCT. 15—	BROWNEYES. We do not know why they named this Browneyes, as it is a double spoon with deep gold center and shading to pink at the spooned tips. A very remarkable combination of colors for this type of flower	5.00	10.00
OCT. 15—	GOLDEN SPOON. Bright buttercup yellow	2.00	6.00
OCT. 15—	WHITE SPOON. A dazzling white with no shading or markings whatever. Last year many of you who wanted this could not get it. We have a heavy stock this year	2.00	6.00

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Spoon Chrysanthemums


	Retail Per 12	Wholesale Per 100
OCT. 15— JASPER SPOON. A very unusual shade of crushed strawberry pink at the tip with light pink tubular center. Very unusual, an outstanding variety	2.00	6.00
OCT. 15— GRACE. Dainty soft canary yellow flowers on sturdy stems. Each flower petal is a distinct spoon	2.00	6.00

The Famous Cushion Chrysanthemums

THE FAMOUS CUSHIONS. Called many things, including Amelia, Azalea, and Mound Mums, these plants form an attractive mound completely smothered in blooms. They are so popular, and so well known, that little need be said about them here. Very early, definitely an outdoor variety, yet said to be good as pot plants, the Cushion mums are a must in every retail establishment. Most people plant them too close together. They should be wide enough apart to permit proper spreading. We suggest four feet apart each way as the very closest they should be set. While there are many variations of them, we have selected our plants for distinct color and good habits.


	Retail Per 12	Wholesale Per 100
PINK CUSHION	2.00	6.00
WHITE CUSHION	2.00	6.00
RED CUSHION	2.00	6.00
BRONZE CUSHION	2.00	6.00
YELLOW CUSHION	2.00	6.00
NEW GOLD CUSHION	2.00	6.00
CHAMPION CUSHION	2.00	6.00
LITTLE BOB	2.00	6.00
APRICOT GLOW	5.00	10.00
HURLEY'S YELLOW SUPREME	5.00	10.00
DAHLIAMUM	4.00	8.00
ACHIEVEMENT	6.00	12.00
SERENE	5.00	10.00
LAVENDER LASSIE	5.00	10.00

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The Beautiful Cascades

	Retail Per 12	Wholesale Per 100
NOV. 1— ANNA . White single with gold center. Blooms two inches in diameter. Rank grower	4.00	8.00
NOV. 5— JANE HARTE . Yellow sport of Anna	4.00	8.00
NOV. 5— MT. HOOD . A new double white cascade, rather incurved when disbudded, by far the best white cascade we have ever seen. Excellent cut flower variety, forming purest white balls two to three inches in diameter. A wonderful show variety, \$1.00 each	10.00	20.00

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SUGGESTIONS FOR CULTURE OF CASCADES

● **FOREWORD**—Plants to be used for cascading effects are chosen because of their natural habit of producing a bushy growth and strong, flexible stems clothed with an abundance of florescent splendor.

SOILS—Satisfactory results may be obtained by using a good, productive garden soil. Maximum results may best be had by the use of a compost prepared according to the specifications of any one of numerous formulae suitable for the purpose. We suggest that you try a mixture composed of one part well-rotted steer manure, one part thoroughly decomposed leaf mold and two parts fairly heavy loam.

POTTING—Upon arrival plant should be placed in a 4 or 6 inch pot, size to be determined by stage of root development. Subsequent changes to increasingly larger pots must be made as the need arises. Each change should be accomplished before roots have had an opportunity to become pot-bound. Normally, July 15th should find plant permanently established in a 10 or 12 inch pot.

WATERING—Space adequate for watering purposes must be left at top of pot. Watering should be attended to daily and sufficiently early to insure superficial dryness of foliage before nightfall.

FERTILIZERS—Although liquid fertilizers compounded from animal manure are considered old-fashioned and are in truth a bit messy in the manner of their making they are none the less effective when properly applied. Commercial fertilizers have come into general use, are readily available and convenient to handle. Your dealer is doubtless qualified to choose the one most suitable for your specific need should you elect to use some form of the latter.

FEEDING—The plant must be fed more or less sparingly at bi-weekly intervals. After each application of fertilizer careful study of the progress of growth being made by the plant and the condition of its foliage should give you a clue as to the amount and strength you need apply with each subsequent application. Avoid overfeeding at all times. Discontinue feeding when buds begin to show color.

TRAINING—By taking advantage of its natural pliability and with proper manipulation this type of plant may be trained after a fashion to suit the individual taste. The heartshaped cascade seems to be in public favor at the time and it is chiefly to the method of its training that we devote the following with a word of admonition to bear in mind the fact that the basic principle of inducing widespread growth and maximum florescence remains the same regardless of the delineation of pattern desired.

The Beautiful Cascades

CULTURE—(Continued)

When plant is 5 or 6 inches high pinch top. From new growth reserve uppermost shoot for use as main leader. Stop remaining shoots at second or third joint. Later divide equally and train to either side of main leader. It is often desirable to use but one shoot on each side of the main leader and remove the rest.

When main leader is 12 inches high train to a firmly imbedded No. 10 galvanized wire 4 feet in length previously bent, at a point 5 inches above surface level of pot, to angle of 45 degrees. Outer tip of wire must face to north. Tie end of main leader to supporting wire at weekly intervals.

All laterals and sublaterals should be pinched systematically at every second or third joint throughout the growing season to insure spread of growth and symmetry of form. As plant increases in width additional support is necessary for the purpose of stabilization.

To overcome the natural tendency of plant to develop blooms from extreme tip first with a perceptible movement toward base, discontinue routine pinching about Sept. 1st. On Sept. 5th complete final pinching of broadest one-third or basal division, on Sept. 10th the midsectional one-third and on Sept. 15th the final one-third.

Gradually lower main leader so that it will be in a horizontal position about Sept. 15th. When buds begin to form, with surface of plant facing south, start gradual downward bending of main leader and its support. When buds show color place on solid base at required height and bend to final vertical position.

Varieties Listed As Hardy

YELLOW

BLOOM DATE—VARIETY AND DESCRIPTION	Retail	Wholesale
	Per 12	Per 100
SEPT. 5— SEPTEMBER GOLD. Masses of firm round pompons. Very showy. Good for cutting	4.00	8.00
SEPT. 10— EUGENE A WANDER. Rather short stocky variety with golden yellow flowers. Good pot plant. Responds well to disbudding, and is a real prize as a cut flower	5.00	10.00
SEPT. 15— OLD GOLD. Truly an outstanding variety. Firm golden pompons with a keeping quality absolutely unsurpassed. In flower here on Sept. 15 we had blooms of this to show people as late as Nov. 10 in the open field after several hard frosts	8.00	16.00
SEPT. 20— BUTTERBALL. Very early double ball shaped flowers. Very bright yellow	5.00	10.00
OCT. 5— TREASURE TROVE. Outstanding yellow flowers for the early cutting season.	8.00	16.00
OCT. 15— HELEN MARCUS. A new addition to the hardy cut flower group which will give you a pleasant surprise. The stem IS heavy and strong. The flower IS full, round, well balanced, a clear golden yellow. Few new entries can match this one for cut flower value	6.00	12.00
OCT. 15— HARBOR LIGHTS. An outstanding find in a yellow for cutting	5.00	10.00
OCT. 15— ZANTHA. Early canary yellow	5.00	10.00
OCT. 15— CHARLES NYE. Beautiful double yellow flowers, fine for cutting	6.00	12.00


Varieties Listed As Hardy

YELLOW—(Continued)

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
SEPT. 15—	ALGONQUIN. Very showy deep yellow flowers. Tall grower. Excellent cut flower variety	2.00	6.00
SEPT. 20—	KING MIDAS. Golden flowers thru late September and October. Good cut flower	2.00	6.00
SEPT. 20—	YELLOW NORMANDY. Excellent yellow cut flower variety	4.00	8.00
OCT. 15—	JUDITH ANDERSON. Masses of golden yellow buttons. A MUST IN EVERY PLANTING	2.00	6.00
OCT. 15—	EUREKA GIANT. Showy yellow flowers. Very heavy producer. Fine for cutting. The name applies to the size plant rather than the bloom. Should be given PLENTY of room in beds or rows	5.00	10.00
OCT. 15—	GOLDEN CHARM. Another outstanding yellow pompon. Heavy grower. Firm round flowers two inches or more	5.00	10.00
OCT. 15—	MRS. SAM ROTAN. Beautiful large yellow blooms on very sturdy stems. Fine cut flower	4.00	8.00
OCT. 15—	PENELOPE. Rich buttery yellow buttons in great profusion. Good growing habits	2.00	6.00

WHITE

SEPT. 20—	AVALANCHE. A pure white variety the breeders will have to go some to beat. Extra strong grower, producing fine cut flowers in great abundance	5.00	10.00
SEPT. 20—	SEPTEMBER CLOUD. Beautifully rounded blossoms, purest white, with primrose shading in center, wonderfully dark green contrasting foliage. Nicely rounded compact plant completely covered with flowers from mid September to frost. (Description is from WAYSIDE GARDENS CATALOG.) Very satisfactory variety	5.00	10.00
SEPT. 20—	JEAN CUMMING. Beautiful ivory white decorative type. Good for cutting	5.00	10.00
OCT. 10—	WHITE KNIGHT. Creamy white flowers	5.00	10.00
OCT. 10—	EARLYWHITE. Early white pompon. Excellent for cutting	2.00	6.00
OCT. 15—	SILVER MOON. "This gleaming white chrysanthemum has a degree of warmth and intensity that is entirely new, and for which there is a real need. No other kind like it!!! No other attains such early perfection! The double milk white petals combine with the pale yellow central halo to suggest the play of soft moonbeams. A showier Shasta Daisy in effect; mild, sweet fragrance, remarkably contrasting dark green foliage, a fine lusty plant producing flowers from September on, equal to the finest greenhouse product, yet unusually frost resistant. These are the outstanding qualities of "SILVER MOON." Description is from WAYSIDE GARDENS catalog. We would add that it is very hardy	2.00	6.00

 Per 12 price is retail. Not less than 6 plants of a variety to an order except where priced each. Per 100 price is wholesale. Not less than 25 plants of a variety to an order, at wholesale prices. The minimum order we will accept either wholesale or retail is \$6.00.

Varieties Listed As Hardy

WHITE

BLOOM DATE—VARIETY AND DESCRIPTION	Retail	Wholesale
	Per 12	Per 100
OCT. 15— SILVER BELLS. Ball shaped white pompon with tightly cupped petals	4.00	8.00
OCT. 15— IRENE. Very popular white button	2.00	6.00
OCT. 15— SILVER BALL. Pure white large pompon, excellent in every way. In our opinion the best white cut flower for about this date	2.00	6.00
OCT. 15— WHITE JEWEL. Popular white button	2.00	6.00
OCT. 15— POLAR ICE. Very desirable clear glistening blue-white without a trace of cream color. Very purest white. A very outstanding variety	6.00	12.00
OCT. 15— SERENE. Large white flowers on very vigorous bushy clumps.	5.00	10.00

PINK

SEPT. 10— EARLY JOAN HELEN. Large flowers of rich garnet hue with bright yellow center	5.00	10.00
SEPT. 10— APRICOT GLOW. Listed under CUSHIONS	5.00	10.00
SEPT. 20— EARLY WONDER. Unusual variety with beautiful round pompons on strong stems, a very heavy producer	4.00	8.00
SEPT. 20— ROSE GLOW. Sweet scented pink blooms completely covering plant. Very showy variety	5.00	10.00
SEPT. 20— MAGNOLIA. Very desirable pale pink flowers on sturdy plants	6.00	12.00
SEPT. 20— BARBARA SMALL. Double three inch flowers of clear rose-pink. Very strong growers	6.00	12.00
SEPT. 20— LAVENDER LASSIE. A low cushion type also listed under CUSHIONS. Beautiful lavender buttons	6.00	12.00
OCT. 1— PINK RADIANCE. Large double pink blooms on long stems. One of the best new Bristol introductions	5.00	10.00
OCT. 1— REMBRANDT. Free flowering double blooms of coppery-rose-mauve on stocky upright plants, \$1.00 each	10.00	20.00
OCT. 5— OLIVE LONGLAND. An earlier Mrs. DuPont in a lighter shade. Excellent for cutting, a good keeper	5.00	10.00
OCT. 10— COUNTRY GIRL. Large single pink. Outstanding cut flower. Very strong grower	2.00	6.00
OCT. 10— PEACH BLOSSOM. Lovely pink pompons on tall strong stem. A fine cut flower, and very showy	5.00	10.00
OCT. 10— KRISTINA. A Northland Daisy. Large flowers with long wide petals of deep rose-pink	5.00	10.00
OCT. 15— BETTY. Fine double appleblossom pink. Outstanding in every way ..	6.00	12.00

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Varieties Listed As Hardy

PINK—(Continued)

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 15—	MRS. PIERRE S. DU PONT III. Of this variety WAYSIDE GARDENS says: "The quality of iridescence is so pronounced in this new Chrysanthemum that accurate description is difficult. The dominate shade is a soft peach tint blended with mauve undertones: the whole overcast with a lumnious sheen. It is entirely distinct and lovely. The large, full perfectly formed flowers are carried on tall branching stems. In full flower in early October, it will prove a grand addition to the garden, and an invaluable cut flower variety." All we can add is that it should be planted generously in every planting	4.00	8.00
OCT. 15—	LAVENDER LADY. Perfect fragrant flowers in a true lavender, strong grower, heavy branching habit, one of the very best. Unusually hardy	4.00	8.00
OCT. 15—	JEWEL. Extremely desirable pink pompon. Very fine cut flower	2.00	6.00
OCT. 15—	HESTIA. Immense single flowers on strong stems	2.00	6.00
OCT. 15—	HEBE. Outstanding pink Korean variety	2.00	6.00

RED AND BRONZE

SEPT. 10—	APRICOT GLOW. Listed under CUSHIONS.	5.00	10.00
SEPT. 10—	FIREGLOW. Oriental red, very showy	6.00	12.00
SEPT. 10—	SEPTEMBER BRONZE. Beautiful round pompons of rich orange-bronze. An outstanding variety in every way. Sept. to hard killing frost	5.00	10.00
SEPT. 20—	WILLIAM LONGLAND. Beautiful clear bronze flowers	5.00	10.00
SEPT. 20—	GLOMERO. Fine orange-bronze pompons on strong stems	5.00	10.00
SEPT. 20—	DAHLIAMUM. Extremely desirable variety covered with deep red flowers resembling a cactus dahlia	4.00	8.00
OCT. 1—	BURMA. Brilliant glistening orange with coppery undertones. Long stem for cutting	5.00	10.00
OCT. 5—	MANDALAY. Deep orange-bronze. Excellent for cutting	5.00	10.00
OCT. 5—	BONFIRE. Very fine deep red pompons of great beauty. A really fine variety	4.00	8.00
OCT. 5—	FRED ROCKWELL. Truly the most outstanding chrysanthemum of this type we have ever seen. A gorgeous blending of orange and scarlet tones, very strong grower, heavy producer. Excellent for cutting, very showy, \$1.00 each	10.00	20.00
OCT. 5—	CHIPPEWA. Very dark pink incurved flowers of three inches or more. A recent introduction of great merit. Good for cutting. Sturdy grower	4.00	8.00

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Varieties Listed As Hardy

RED AND BRONZE—(Continued)

BLOOM DATE—VARIETY AND DESCRIPTION		Retail Per 12	Wholesale Per 100
OCT. 10—	NANCY COPELAND. Glowing red semidouble. Excellent as a cut flower. Very showy	2.00	6.00
OCT. 10—	BURGUNDY. Rich cerise crimson flowers on strong stems. Very impressive variety	2.00	6.00
OCT. 10—	REDGOLD. Deep Brazil-red two inch blooms on strong stems. Very sturdy grower	5.00	10.00
OCT. 10—	RED VELVET. Fine erect plant with double dark red flowers. Fine for cutting. Bunches easily. A top-notch variety in every way	5.00	10.00
OCT. 10—	RUBY POMPON. Oftimes those who write descriptions of flowers are prone to let their imagination run away with them, and they can write a flowery description of about anything they have to use for material. Here, however, is a variety that should lead them a merry chase to do it justice. Just let us say that it is the best red of this type we have ever seen. Truly a pompon with good stem and foliage, a strong producer, this variety could hold its own among the entire field of reds. Early enough to be of real value to the open patch, Ruby Pompon could easily be listed as ONE OF THE BEST. Crimson flowers on strong stems, good for cutting, and bunches nicely. If you want a real good red for Early October, plant plenty of Ruby Pompon	4.00	8.00
OCT. 10—	AVIATOR. Rich coppery red pompon of vigorous growing habit. Outstanding	5.00	10.00
OCT. 10—	BOKHARA. New wine-red. Very outstanding hardy cut flower variety	8.00	16.00
OCT. 10—	RED RIDING HOOD. Large red flowers, good grower, good for cutting. A really beautiful variety	5.00	10.00
OCT. 10—	VULCAN. Single red Korean	2.00	6.00
OCT. 15—	OURAY. Dazzling red button. Strong grower	2.00	6.00
OCT. 15—	LOUISE SCHLING. Desirable flaming red	2.00	6.00
OCT. 15—	CRIMSON SPLENDOR. Masses of large glistening red flowers on sturdy stems	2.00	6.00
OCT. 15—	MISS FRANCES WHITTLESAY. This variety is also listed under large commercial disbud varieties. It can be grown either way, as we have found ready sale for the disbud blooms. It is a very strong grower, with stiff stems and quantities of glistening velvety red flowers of a decorative type. When disbudded, the petals are reflexed. Grown either way, it is a dandy variety and should be freely used in every planting where a real showy red is needed	4.00	8.00
OCT. 15—	CALIPH. For intensity of color, this variety cannot be equaled. Color is a rich oxblood red with a velvety sheen or glow so prominent that it stands out conspicuously among all other chrysanthemums of this color group. Excellent for cutting	2.00	6.00
OCT. 15—	EMBER. Few varieties exceed this in sheer beauty. Glistening amber-red. Very fine cut flower	2.00	6.00
OCT. 20—	GOBLIN. Graceful sprays of good pompons on strong stems. A very strong grower	2.00	6.00

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... designed and edited to give Southern gardeners accurately-timed information on planting dates, culture and pest control as related to the widely-differing soil and climatic areas of the South.



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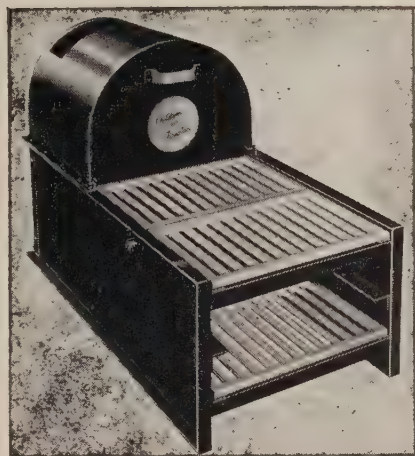
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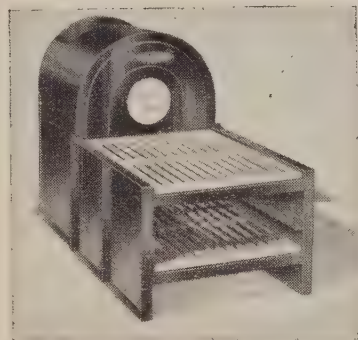
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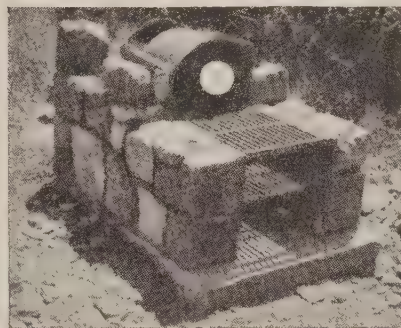
The Outdoor Oven Fireplace is designed for use anywhere—on a city lot, home in the country or cottage at the shore or mountain. It is scientifically engineered to give you perfect cooking and oven facilities.

SIMPLE CONSTRUCTION PROCEDURE



(1) Place unit on cement foundation, ready to build walls

⑥ The Outdoor Oven Fireplace comes all assembled. All that is required is to uncrate and place the unit on a substantial foundation. Anyone can enclose the unit with field stones, bricks or whatever type of masonry you may desire. You can create your own design for the exterior to blend with the atmosphere of your outdoor "dining room."



(2) Walls partially finished ready to start flue.

E A S Y . . . Economical To Build!

⑥ In addition to its simplicity, the Outdoor Oven Fireplace saves you money because it reduces construction time and quantity of materials. The heavy gauge steel unit forms the heart of the fireplace and the stone or brick walls are merely trimming for built-in permanency. You can use this outdoor fireplace just as it comes from the factory.

USES ANY FUEL ECONOMICALLY . . .

Wherever you are, whatever type of fuel—wood, coal, charcoal or briquettes—is available you can be assured of maximum efficiency because the grates are adjustable to any of these fuels.

BAKES . . . *in the built-in oven, Cakes, Biscuits, Muffins, potatoes, etc., or use as a warming oven.*

BOILS . . . *Coffee with its special outdoor aroma. Vegetables.*

FRIES . . . *chicken or any meat you are lucky enough to get.*

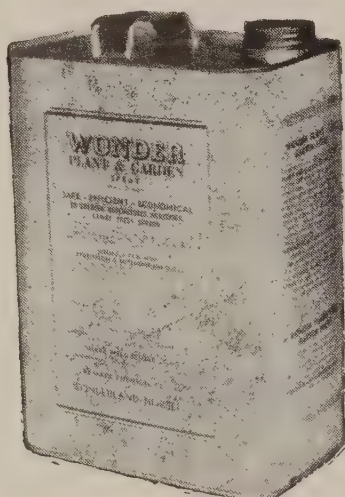
BARBECUES *All the delicious Kabobs with mushrooms, tomatoes, etc.*

BROILS . . . *sizzling steaks, hamburgers, hotdogs.*



(3) Completed — Ready for your first outdoor meal.

Price \$44.50—Shipping Weight 120 Lbs.



WONDER P & G

PLANT AND GARDEN SPRAY



WONDER PLANT and GARDEN SPRAY

Made in identical concept to WONDER-SPRAY, but in a lesser concentration, is adapted for use in the hands of those untrained to handling higher concentrates. Due to the added sticker it is found very effective for outdoor use, and is the most completely satisfactory spray on the market today. Water-soluble to perfection, Wonder P. and G. dilutes 1 to 100 parts water.

WONDER P & G

Wonder Plant and Garden Spray is recommended for all pests attacking flower beds, shrubs and evergreens, and is the answer to the vegetable grower's prayer. It gets cabbage worms, cucumber beetles, bean beetles, leaf hoppers, cut worms, red spider, potato beetles, and many others too numerous to mention here.

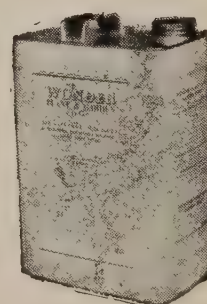
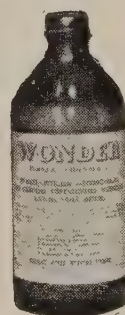
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GENTLEMEN:

Your WONDER-SPRAY is certainly well named, since it does do wonders in eliminating insects. We have used it on Red Spider, Bag Worms, PINE LEAF SCALE, several types of Aphids, Potato bugs, Canker worms, Rose Leaf eaters, and others with splendid results, best we have ever had.

We are more than pleased with this spray because it leaves no spots, and even has a pleasant odor. We do spraying all over southern Ohio, and I shall surely not hesitate to recommend your fine WONDER-SPRAY to all who need a spray material. You may quote us if you wish.

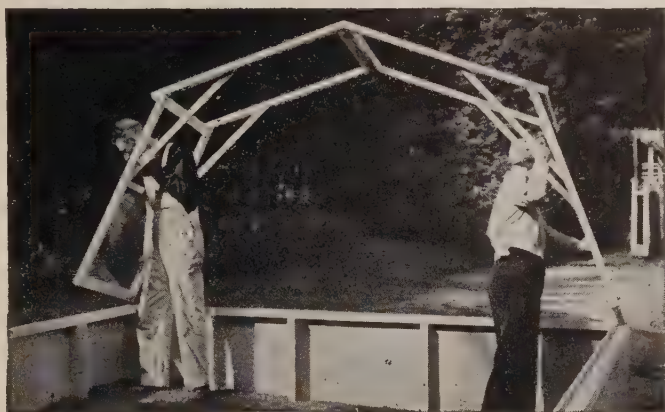
Sincerely, R. B. Zeisler,
ZEISLER TREE EXPERTS
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\$1.00 Pint. \$5.75 Gallon

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For Gardens, Vegetables

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Wonder-Spray

(Concentrated water soluble)

The concentrate of D.D.T., Pyrethrum, and Rotenone combined with other very important ingredients and made into a water soluble spray capable of being diluted as high as 1 to 400 parts water is a new, safe, efficient and economical insecticide.

Wonder-Spray

is a stomach as well as contact poison to chewing and sucking insects. It gets them two ways. If it does not hit them, it gets them when they take a bite of your plants. This makes WONDER-SPRAY a fine general purpose spray.

Wonder-Spray

is a formula which has been tested and approved by leading greenhouse operators and growers all over this country. To our knowledge there is no finer, safer spray manufactured in the United States with a water soluble base and with such great concentration as that of WONDER-SPRAY.

Wonder-Spray

(HARMLESS to humans and warm-blooded animals when used as directed.)

Wonder-Spray

is the answer to your problem for complete control of chewing and sucking insect pests under glass and cloth. Tests have proven that it is safe on the tenderest plants when used as directed, and WONDER-SPRAY WILL NOT BURN OR DISCOLOR OPEN BLOOMS.

Wonder-Spray

is conveniently packaged in gallon and five gallon cans.

QUARTS \$3.00

HALF-GALLONS \$5.75

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IN FIVE GAL. CANS \$9.75 gal.

SLIGHTLY HIGHER WEST OF ROCKIES

Wonder Plant and Garden Spray

Made in identical concept to WONDER-SPRAY, but in a lesser concentration, is adapted for use in the hands of those untrained to handling higher concentrates. Due to the added sticker it is found very effective for outdoor use, and is the most completely satisfactory spray on the market today. Water-soluble to perfection, Wonder P. and G. dilutes 1 to 100 parts water.

Wonder P. and G.

will not burn or injure plants or flowers. On the back side of this folder we list some of the insect pests on which both Wonder P. and G. and WONDER-SPRAY have been found very effective. Wonder P. and G. is the answer to control of THRIP on GLADIOLA. Spray glads with Wonder P. and G. every two weeks after they are ten inches tall, and you will have no THRIP.

Wonder-Spray

For all crops under glass, use WONDER-SPRAY at 1-400 for the first two or three applications. After complete control is effected, a weaker solution of 1-600 will suffice. Always spray thoroughly. Do not use ice water or extremely cold water. It is a good idea to wet down paths and moisten the air an hour or two prior to spraying so plants will be in fresh turgid condition. Always measure your spray materials carefully to prevent waste. Don't use guesswork. Spray thoroughly.

WONDER-SPRAY is especially recommended for Thrip, midge, mealy bug, red spider, aphids of all kinds, cyclamen mite, rose chafers, in fact WONDER-SPRAY has been found dependable and effective on every chewing and sucking insect in all green-houses where it is in use.

Wonder P. & G.

Wonder Plant and Garden Spray is recommended for all pests attacking flower beds, shrubs and evergreens, and is the answer to the vegetable grower's prayer. It gets cabbage worms, cucumber beetles, bean beetles, leaf hoppers, cut worms, red spider, potato beetles, and many others too numerous to mention here.

See label on can for specific instructions.
Wonder P. & G. is packed in pints and gallons.

\$1.00 Pint—\$5.75 Gallon.

SLIGHTLY HIGHER WEST OF ROCKIES

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An old Persian proverb counsels:

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Another warns that:

*"The PRICELESS ingredient in any product
is the integrity of the maker thereof"*

From the very inception of our business, we have adhered STRICTLY to the first of these maxims, and we have tried DESPERATELY to merit the second.

You, our customers, have been our Judges, and the ever increasing volume of business with which you have favored us, makes us feel that we have been successful.

We have "tried everything" worth while and, if it was "good", we "held fast" to it, and then passed our findings on to you, so that you, too, might benefit from our experience.

Elsewhere, in this catalogue, you will read about "BLACK GOLD", the GREATEST DISCOVERY OF ALL.

Don't fail to read the romantic story of "BLACK GOLD" today, and then "Stake your Claim" at once, so that you may have "BLACK GOLD" yet this Fall and for the coming Spring. The demand for "BLACK GOLD" will be so great that many growers will be unable to secure it at planting time.

Prices on VITALOAM—Described Inside Are Listed Below

100 Lb. Bags—RETAILS \$9.00 each—5 bags at \$8.50—10 bags at \$7.00

100 Lb. Bags—PRICED STRICTLY TO GROWERS, FLORISTS, ETC.

1 Bag	\$6.00	10 Bags	\$5.50
5 Bags	5.75	20 Bags	5.25

VITALOAM is packaged in beautifully lithographed cans for resale to your trade. We invite you to display this amazing product at a substantial profit to you.

3 Lb. cans (12 to case)	Retail \$1.00 per can
25 Lb. cans	Retail 3.00 per can
50 Lb. cans	Retail 6.00 per can

WRITE FOR SPECIAL OFFER TO DEALERS, DISTRIBUTORS, JOBBERS



FLASH WONDER SCORES Discovers...

We, here at Wonderland, have made a great discovery and we are devoting **TWO FULL PAGES** of our valuable catalogue space in order that we may tell you the story and thus let you benefit from our experience.

In 1946 we tested out a new product advertised by **SOIL RESEARCH LABORATORIES** and sold under the trade name of **VITALOAM**. We had never heard of **VITALOAM** before, but the reaction of our plants to this product was so remarkable that we immediately made a second purchase and our astonishment **GREW**. Never before had we experienced such results and in so short a time. Furthermore, there was no need for caution, because the product was as harmless as a Summer shower, **AND THIS IN SPITE OF THE REMARKABLE GROWTH STIMULATION AND THE UNUSUAL VIGOR IMPARTED TO OUR PLANTS**. In fact, we quickly learned that we could grow larger, sturdier plants **IN A MUCH SHORTER TIME** and that they were **FAR MORE RESISTANT** to disease and insect pests than were the plants grown by fertilizers or in regular potting soil. This was enough and the writer immediately "hopped" a plane for Ohio and **SOIL RESEARCH LABORATORIES**. Here is what I learned:

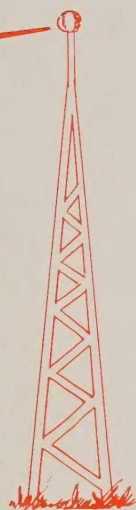
Back in the year 1923, a young horticulturist and student of agrology, Albert D. Pifer, decided to do something about the physical rejuvenation of soils. As a boy, in Michigan, he had roamed through the barren blow-sand wastes of one of the western counties and, subsequently, had traveled in Florida and up and down the vast Appalachian mountain system in the furtherance of his studies.

Mr. Pifer had two dominant ambitions; to write and to know more about soils and their relation to successful plant culture. One of his poems starts like this:

*"It's Springtime and the song-birds all are mating.
Through tinted mists, the distant hills are blue.
I wonder why, with all this beauty waiting,
I can not conquer space and be with you?"*

We wonder if, perhaps, Mr. Pifer did not have the same urge to "conquer" ailing soils, when he set out to devote a lifetime to the study of agrology and plant growth stimulation. Anyway, he made his first **VITALOAM** in 1923 and then continued to carry on till 1945, when **SOIL RESEARCH LABORATORIES, INCORPORATED** undertook the national distribution of the product.

FLASH **WONDERLAND** **AGAIN** **BLACK GOLD**



To our way of thinking, **VITALOAM** is one of the most valuable contributions to professional growers that we have ever come across and we deem it a duty and a privilege to impart our findings to the many thousands of friends and customers, all over America, who depend on us for fine Mums. No matter what you grow, either in or out of doors, we're sure you'll find this remarkable product to be the **VERY ESSENCE OF SAFETY AND SIMPLICITY** in soil **REJUVENATION**. **VITALOAM** is not a commercial fertilizer, but is described as a soft, black, velvety organic humus composition. Anyway, no matter what they call it, we call it "**BLACK GOLD**" and it has revolutionized our system of growing.

VITALOAM can be mixed **AS LIBERALLY AS YOU WISH** in the potting soil or in the benches. It can be placed right under and around the bare roots of any type of plant and it can be put **LIBERALLY** in the bottom of a furrow and the seeds planted **DIRECTLY IN IT**. The only thing that may happen will be the development of the most wonderful plants you have ever grown. Also, you will find that your soil has taken on a new life and a vastly improved appearance. It will be more friable and will have greatly increased moisture holding ability.

VITALOAM has been sold to the trade,—and by this I mean to commercial greenhouses and nurseries—at a price which has scarcely covered the price of production and delivery. However, it has been the contention of **SOIL RESEARCH** that these same commercial growers would, in most instances, reciprocate by recommending and, perhaps, even stocking their line of retail cans which are put up especially for sale to the public. These cans are lithographed metal in three colors and have much sales appeal. They are nationally advertised. The 100 pound bags of **VITALOAM** furnished to commercial growers are not available to the public. This gives the grower a distinct advantage.

WONDERLAND NURSERIES, in cooperation with **SOIL RESEARCH LABORATORIES**, have undertaken the task of making **VITALOAM** more easily and quickly available to growers and (in cans) to dealers in the territories covered by us, and we shall attempt to keep on hand at Ellerson, Virginia an adequate supply at all times to care for your needs. Remember, **VITALOAM** for your own use, is shipped in 100 pound waterproof bags **AND THESE ARE NOT FOR RESALE**. Soil Research Laboratories only furnish these to growers **IN A SPIRIT OF COOPERATION**, so let's be fair with them. If you have a retail trade, lay in a supply of the lithographed metal cans and the public will go for them **IN A BIG WAY**. We know, because we've tried, and there is a nice profit in handling them. Write us for details.

Two outstanding examples of SOIL REJUVENATION

At the right we reproduce a color photo of a cluster of tomatoes from the vast "Canfield Gardens," one of Ohio's largest commercial greenhouses. VITALOAM was used at the rate of 20 pounds per 100 square feet. The crop was doubled and the quality vastly improved. Note the uniform size of the 4 tomatoes.

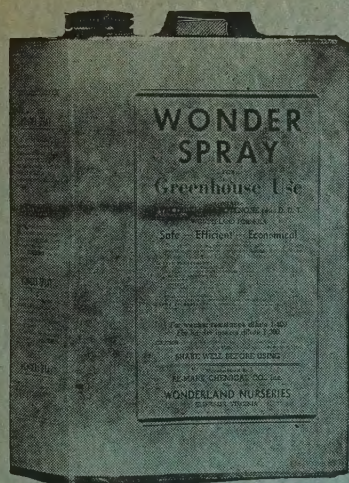
At the bottom is photo of prize winning "Better Times" Snapdragons grown in 5 year old worn out greenhouse soil rejuvenated with VITALOAM. These were from the Williams Greenhouses, Mt. Vernon, Ohio.



VITALOAM . . . improves any soil

You may think you have the "perfect" potting soil. — That's what we thought. However, the addition of VITALOAM to our bench and potting soil, produced *very much finer plants* in a much shorter time. Furthermore, they were strangely resistant to disease and insect injury. Sandy soils were changed into a rich "Chocolate" loam.

A fellow Virginia nurseryman told the writer, at the convention, that Buddleias planted with VITALOAM were easily distinguishable from the rest of the plants at a distance of 500 feet. He was lamenting the fact that his skepticism had prevented him from purchasing enough VITALOAM to treat the entire block. Our own experience with every type of planting, including our vegetable garden, has been equally remarkable.



WONDER SPRAY

FOR

- FLORISTS
- GROWERS
- GREENHOUSES

Dilutes 1-400 and Up



Wonder-Spray

The concentrate of D.D.T., Pyrethrum, and Rotenone combined with other very important ingredients and made into a water soluble spray capable of being diluted as high as 1 to 400 parts water is a new, safe, efficient and economical insecticide.

Wonder-Spray

is the answer to your problem for complete control of chewing and sucking insect pests under glass and cloth. Tests have proven that it is safe on the tenderest plants when used as directed, and WONDER-SPRAY WILL NOT BURN OR DISCOLOR OPEN BLOOMS.

Wonder-Spray

is a stomach as well as contact poison to chewing and sucking insects. It gets them two ways. If it does not hit them, it gets them when they take a bite of your plants. This makes WONDER-SPRAY a fine general purpose spray.

Wonder-Spray

For all crops under glass, use WONDER-SPRAY at 1-400 for the first two or three applications. After complete control is effected, a weaker solution of 1-600 will suffice. Always spray thoroughly. Do not use ice water or extremely cold water. It is a good idea to wet down paths and moisten the air an hour or two prior to spraying so plants will be in fresh turgid condition. Always measure your spray materials carefully to prevent waste. Don't use guesswork. Spray thoroughly.

Wonder-Spray

is a formula which has been tested and approved by leading greenhouse operators and growers all over this country. To our knowledge there is no finer, safer spray manufactured in the United States with a water soluble base and with such great concentration as that of WONDER-SPRAY.

WONDER-SPRAY is especially recommended for Thrip, midge, mealy bug, red spider, aphids of all kinds, cyclamen mite, rose chafers, in fact WONDER-SPRAY has been found dependable and effective on every chewing and sucking insect in all greenhouses where it is in use.

Wonder-Spray

(HARMLESS to humans and warm-blooded animals when used as directed.)

QUARTS	\$3.00
HALF-GALLONS	\$5.75
GALLONS	\$10.75
IN FIVE GAL. CANS	\$9.75 gal.

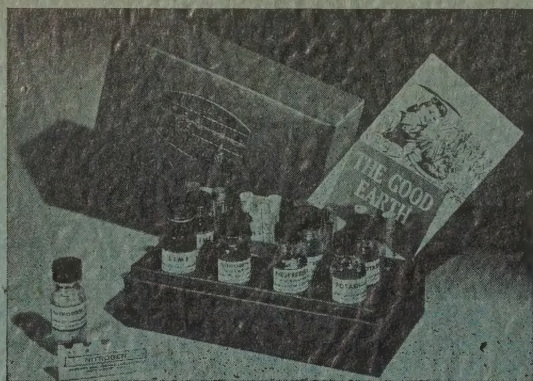
ALL CASE LOTS ARE SHIPPED PREPAID
Dealers and Distributors Wanted. Write for Particulars

IN FLORIDA SEND YOUR ORDER FOR WONDER-SPRAY, WONDER P & G
AND WONDER CATTLE SPRAY DIRECT TO OUR FLORIDA DISTRIBUTOR,

HUGHES SEED STORES

116 South Miami Avenue

MIAMI 36, FLORIDA



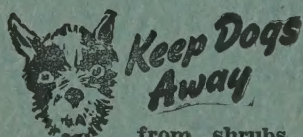
SUDBURY SOIL TEST KIT

FOR the finest garden you've ever had, test your soil the Sudbury way. You'll prize this Soil Test Kit above all other garden tools. It's first aid to amateurs for finer lawns, flowers, vegetables—the fancier's guide to prize-winning blooms. Shows how to give your soil the right kinds and amounts of fertilizers for all your flowers, vegetables, etc., (125 listed on charts). Also whether lime is needed and how much.

Easy to use, intensely interesting; no knowledge of chemistry needed. A ten-minute test tells more than a lifetime of gardening.

SPECIAL—Complete equipment, instructions and solutions for 50 tests for nitrogen, phosphorus, potash, acidity **\$4⁷⁵**
Other Models Available Up to \$22.50

Other Quality Sudbury Products



from shrubs,
garden, garbage pails

Dogs stay away from anything sprayed with Sudbury Liquid Chaperone. You don't smell it—dogs do! Works like magic—protects shrubs, evergreens, flowers, vegetables, garbage pails, other objects. Harmless. Each application lasts up to 3 weeks, rain or shine. Also effective with cats and other animals. Does not show!

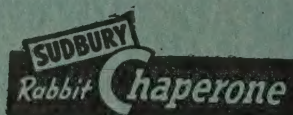
Big Bottle \$1



from raiding
your garden!

Amazing Sudbury Rabbit Chaperone works like magic — keeps rabbits away from vegetables, flowers, young plants, shrubs, trees. You don't smell it—rabbits do and stay away. Rain won't wash it off. One application of this marvelous spray lasts several weeks. The tried and true way to end the ravages of rabbits.

Big Bottle \$1



Also Sudbury Powder Chaperone

Keeps dogs off furniture, rugs, anything you want to protect indoors. Easy way to train. Harmless . . . does not injure or show on even finest fabrics. Generous shaker package \$1.00.